

PROPOSED STRATEGIES TO IMPROVE ONLINE SALES BASED ON INTER-PLATFORM CUSTOMER PREFERENCES

FINAL PROJECT



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FOREWORD

Thanks to God Almighty, with the grace and blessing, the Writer can finish this thesis punctually. This thesis is conducted as a requirement to accomplish a bachelor's degree in Industrial Engineering. Hopefully, this thesis will be beneficial for the readers. On this occasion, the Writer wants to thank all parties involved in the project. There are,

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The Writer realizes that this Final Thesis still far to be called perfect. Therefore, it is hoped that any constructive criticism and suggestions from the readers will help the writers improve this Final Thesis. Hopefully, this thesis will be beneficial for all parties that may need this.

Magelang, 18 March 2021

Ivan Etenia Tananto

ORIGINAL STATEMENT

The one undersigned below:

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Hereby declare that my final project with the title "Proposed Strategies to Increase Online Sales Based on Inter Platform Customer Preferences". This is the result of my research on the academic year 2020/2021 which is original and does not contain plagiarism from any works. If in the future there is a disagreement with this statement, then I am willing to be prosecuted and processed in accordance with the applicable provisions including the revocation of the bachelor's degree given to me by Atma Jaya Yogyakarta University.

Magelang, 15 March 2021


Ivan Etenia Tananto



DEDICATION PAGE

- The best thing you can ever do is to believe in yourself -

...

My Family,

This final project is dedicated to my parents who have tried their best to provide the best study for me. Give the best prayer, always be there in the up and down of my life. Also, my brother that always supports and accompanies me during this project is compiled.

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ABSTRACT

Indonesia is one of the countries that declared entering the industrial revolution 4.0 era. This is embraced by the rapid development of internet technology in Indonesia. The retail sectors are also growing up, this is marked by the entry of the era of commerce 4.0 where the shift in consumer shopping patterns from those previously making direct transactions to using online store platforms. Along with the development of e-commerce, there are various platforms for online shopping, those are led to an increase in the competition of online shopping. In Indonesia, the common platform customer purchased the product are marketplace, social media, and website. Marketplace, social media, and Website platforms require different strategies. Therefore, it is necessary to identify the success factors of each platform based on customer preferences. The success factors identified can be used to develop a comprehensive strategy.

Prior to data collection, this study determines the success factors of an online store platform from previous studies. After that, each of the success factors was grouped using the concept of electronic service quality. In the next stage, data collection is carried out on customers of each online shop platform. Calculations are carried out using the Rank Order Clustering (ROC) method to determine the priority of factors according to consumers on each platform. Furthermore, strategy formulation is carried out based on consumer priorities and customer responses on each platform. The final outcome of the strategy is compared with the opinions of the practitioners to ensure that the strategies developed are valid.

The results of this study indicate that there are similarities and differences in consumer preferences for success factors across platforms. The similarity that arises is that the efficiency factor is the most important factor on the three platforms tested, namely the marketplace, social media, and the website. From the efficiency factor, the main priority according to consumers is navigation, information attributes, and payment methods. The general differences between platform fulfillment tend to be more important in social media.

One of the general strategy proposals sellers can do is to provide complete product information, make good use of the features on each platform, and provide a complete selection of payment methods. The main strategy recommendation in the marketplace regarding the efficiency dimension is providing complete information and easy navigation for the customers. In social media, the privacy dimension is becoming the most important factor, the strategy recommendation is enhancing the trust of customers by using influencers. In the other hand website platform recommendation similar with marketplace are construct complete navigation and construct complete information attribute for customers.

Keywords: Online shop, consumer preferences, purchase interest, e-commerce, platform, strategy.

CHAPTER 1

INTRODUCTION

1.1. Research Background

The rapid development of the Internet nowadays has a tremendous impact on numerous human parts of life. Initially, the Internet is limited as a medium for people to communicate, but the Internet has become people's primary needs. Resulting from digitalization, the Internet's primary function for communication has expanded to education, wholesaler or retail transaction, entertainment, financial, healthcare, industrials, and utilities. Accompanied by internet development, perpendicularly the number of Internet users in Indonesia has risen since the accessibility of mobile Internet and cheaper gadgets. With the rapid increase of users reviewed from the internet access cost, there is a massive opportunity because Indonesia's internet mobile data cost is affordable. Reviewed from International Telecommunication Union (2014), Indonesia was placed second after India for the cheapest internet access. Based on the survey and McKinsey's (2016) forecast, there are 144.9 million internet users in Indonesia.

Along with the development of Internet technologies in Indonesia, customer's behaviour is also changing. Previously, the transaction process happens face-to-face when the seller and buyer directly meet each other. People can find any product information and catalogues through many online shop sites, websites, and search engines (Laudon and Traver, 2009). There are two types of online shop business, business to customer (B2C) and business to business (B2B). B2C is a business that connects a business company to sell their products or services to the customers.

On the other hand, business to business (B2B) is a business which sells their work to other companies or different location. People tend to move to online shopping because online shopping has advantages in these three factors: usefulness, ease of use, and enjoyment (Monsuwe, 2014). The benefit of online shopping can be classified into three elements. The first-factor benefit of online shopping is the buyer less process to get the products. The second factor, ease of use, means that buyers need less effort to obtain the product or service. The third factor, enjoyment, is how the buyers enjoy and having pleasurable times in the shopping experience.

The world is moving forward to the digital era. Indonesia is entering a new stage of the Industrial phase, usually hailed as the industry 4.0. Based on Vaidya, *et al.* (2018) Industry 4.0 combines the Internet of things (IoT) and cyber-physical systems (CPS). Industry 4.0 is a digital era where most infrastructure changes into digital and intelligent infrastructure. Four technologies also support these digital revolutions in the development: internet data, cloud technology, the Internet of things, and big data analysis (Mc Kinsey, 2016). The transformation era will change people's behaviour in making decisions and developing new types of business models that enhance the value chain with unprecedented efficiency. This phenomenon turns the electronic commerce era into a new era of e-commerce called e-commerce 4.0. In facing this revolution, a business is necessary to excel in technology and data analytics to survive.

The process of the digital era drives people and companies to utilize business opportunities. The growth of e-commerce in Indonesia reaches up to 78 per-cent, which is the world's highest rate (Kominfo, 2019). This phenomenon is also the result of the small-medium enterprise development that perceived e-commerce as the new way to market their product. Reviewed from the transaction, based on the report from Mc Kinsey (2016), the transaction of Online purchase in Indonesia has reached 78% population per active internet users. This significant growth and trade are also perpendicular to the rise of competition among sellers in multiple platforms to satisfy customers.

The phenomenon of online shop competition engages sellers to creatively expand to a new platform. In Indonesia there are three platform of online shopping that used by customers there are marketplace, social media based selling platform, and webstore. Initially marketplace, social media, and website have different function, but due to the market competition each of the platform is utilized into a selling platform. During the development of social media platform, Sellers utilize social media that as selling platform (dailysocialid, 2019). The developer of social media also optimized the sellers of social media by developing the features and tools that support online selling. One of the examples of social media based selling platform that develop feature of online shop is Instagram. Instagram launch the new navigation for online shop to build Instagram for shopping destination (Instagram business, 2020).

Competition around e-commerce occurred, where many new platforms startup provides their excellence to compete in the market. Each platform offers different methods to market the product or services. The performance of the merchant in each platform can be varied. The business type of e-commerce continuously changes the B2C platform, and C2C can merge and create a new business model. Therefore, merchants need to understand the compatibility of each platform characteristic for their business unit. The merchant needs to use the right platform and the right strategy to excel in each platform. The parameter of success in each platform is customer satisfaction. Online shop merchants should understand customer preferences in each platform to gain higher customer satisfaction.

Customer shopping preference is related to whether customers are satisfied or not satisfied; it does not depend on the customer's purchasing power (Lubis, 2016). Therefore, each customer may have a different shopping preference in each platform based on their satisfaction. Every platform has its advantages and compatibility with a particular product category. There is some evidence that occurs in Indonesia's e-commerce platform. One seller on e-marketplace platform Shopee, a seller namely *L*, performs well in "Shopee" by selling more than 100.000 units of electronic equipment units. There is also a seller with different platforms, and different kind of product, namely *BT* on Instagram have more than 500.000 followers perform well in the Instagram. Even the marketplace and social media platform is leading, seller namely *BZ* with the web-based platform also success on their business. On the other hand, a seller from social media platform, namely *RC*, sells an electronic product like *L* but *RC* has less performance than *L* on social media platform. Therefore, understanding the cases above is evidence that each platform has different characteristics, and the seller needs to understand the strategy to succeed in each platform.

1.2. Research Problem

Based on the e-commerce phenomena described in the background, the problem in Indonesia's e-commerce is that some sellers cannot understand each platform characteristic. Even though some sellers succeed only in one platform, some sellers succeed on all platforms. Customers may have different preference in choosing a platform to buy a particular product. Each platform has various characteristics that customers prefer. Analysis of platform characteristics to improve seller performance based on customer preference needs to be conducted.

Therefore, the problem of this research is how sellers increase their sales in a kind of e-commerce platform.

1.3. Research Objective

The objectives of the research are as follows:

- a. Assessing each platform's customer preferences factors to understand the most critical factors in social media, website, and marketplace platform.
- b. Offering strategies for the sellers in e-commerce to perform well in each platform to increase their sales based on the most important factors.
- c. Proposing an effective strategy for the application developer to enhance the performance based on customer's preferences.

1.4. Scope and Limitation of the Research

The scope and boundary of the research are as follows:

- a. Respondents are based on productive age (16-60 years old).
- b. Platform Comparison is limited to three platforms (marketplace, social media-based selling, and website) due to limited time to analyze the data.
- c. The tool used is an online questionnaire because of time and direct communication limitations due to the pandemic situation.

CHAPTER VI

CONCLUSION AND SUGGESTION

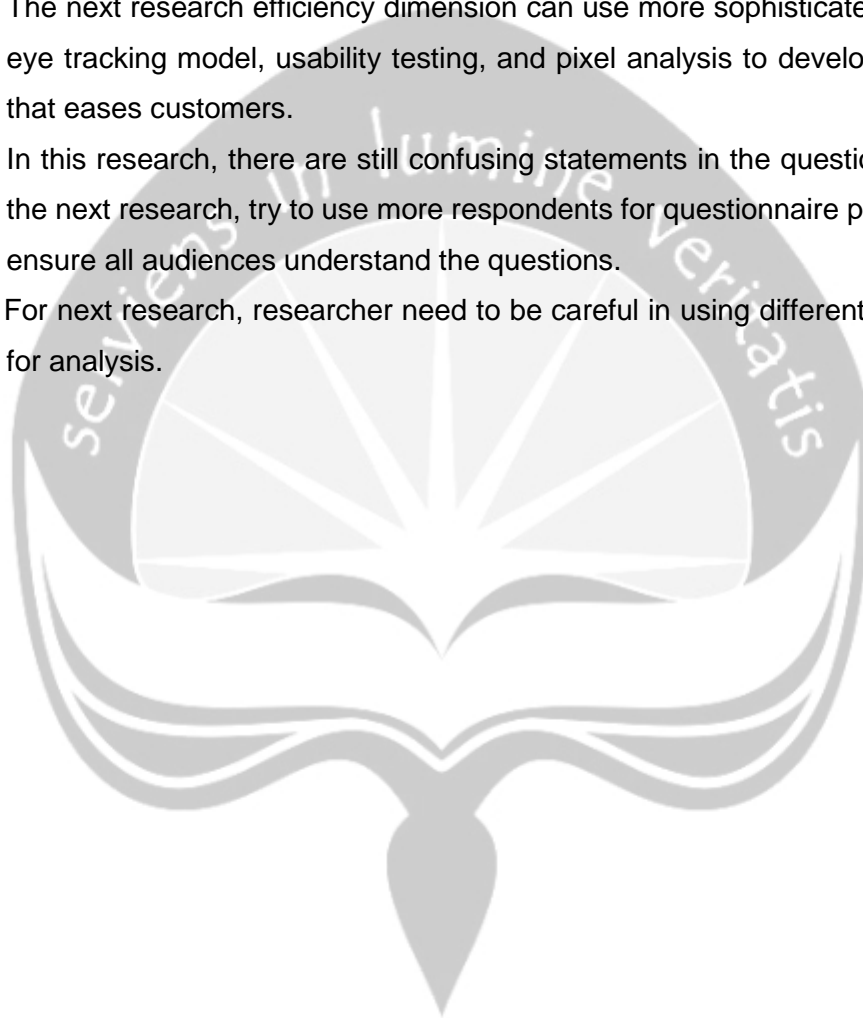
6.1. Conclusion

Based on the analysis conducted in the marketplace, social media, and website platform the result of important factors in each platform, can be summarized the conclusion there are

- a. The insight of this research, initially a platform may not use for selling, regarding to the development of online sales sellers utilize more platform for online selling. Based on the result, each platform may have different dimension priority and different recommendation strategy.
- b. In terms of priority, marketplace and website platform has similar result related to efficiency, privacy and product dimension.
- c. Efficiency dimension most important factors in the marketplace are user's navigation, information attribute, and payment method.
- d. Social media's most important factors in order are privacy, efficiency, and fulfillment.
- e. Privacy dimension most important factors in social media are secured payment process and user data safety.
- f. Efficiency dimension most important factors in the website are navigation, information attribute, and design interface.
- g. Based on the data collection process, website customers nowadays are uncommon compared to the marketplace and social media.
- h. Clothing and beauty product is potential on all platforms; each platform also has other different potential items. Electronic things tend to be bought by customers using the marketplace. On the other hand, social media has an advantage in selling food and hobbies. Moreover, the website has an advantage for furniture items.
- i. In general, the recommendation for marketplace and website based on most important attributes is providing complete information and easy navigation by enhancing the feature and provide complete information of the product. In the other hand, the recommendation for Social media based on the most important dimension is using influencer and post customers experience to enhance customer's trust.

6.2. Suggestions

- a. In this research, social media analysis focusing on one type of social media, for the next research, try to compare one and another social media important factors. Therefore, sellers can understand each social media platform strategy.
- b. In this research, the efficiency dimension is only evaluated by the interface. The next research efficiency dimension can use more sophisticated tools like eye tracking model, usability testing, and pixel analysis to develop a feature that eases customers.
- c. In this research, there are still confusing statements in the questionnaire, for the next research, try to use more respondents for questionnaire pretesting to ensure all audiences understand the questions.
- d. For next research, researcher need to be careful in using different age range for analysis.



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